From: MWINOKUR--VUS0212A Date and time 09/13/93 07:48:39
To: JPUOTILA--VCH0021A Johan Puotila SCARLSON--VCH0021A
cc: IBONNIER--VCH0021A Ingemo Bonnier TLATTANZ--DSVPMUSA T LATTANZIO
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SDORTA --VCH0021A Sibylle Dorta MFIRESTO--VCH0021A Marc Firestone
NHALIM --VCH0021A K. Ian Ferguson DGREENBE--VCH0021A D. Greenberg

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From: Matthew Winokur
Subject: Children's smokefree air conference
Would like to see program. But based on reports, agree non-acton is not one of our options.

Think you should plan as at least one option a parallel initiative that would result in making industry views on both facts and extremism of anti's conclusions (Norweigans should recoil at non-common sense view that they've been engaged in child abuse for years). Could include press statement, media availability, VNR, etc.

Then, up to last minute we could decide whether to confront Blum with in person rebuttal/challenge.

*** Forwarding note from JPUOTILA--VCH0021A 09.13.93 12:30 ***
To: SCARLSON--VCH0021A Stig Carlson

From: Johan Puotila
To : Stig
Subject: Children's smokefree air conference

Stig,

the more I read the programme, the more I feel like we should give this event very serious consideration and carefully plan how to best tackle this. I think only one alternative is outruled: the industry/us watching this event as passive by-standers.

Hence, the idea of either us or perhaps the Norwegian NMA or Langaard submitting a statement to the conference/the media should carefully be looked into.

We could even consider a dual approach: a statement by the Norwegian NMA, and some PM/STA representatives participating. This I say well aware of the fact that participating in this would be no picknick and would require besides careful risk assesment, also extensive preparations.

The printed programme includes the following: "Plenary discussion chaired by journalist Lottelise Folge. A representative of the tobacco industry defies Blum's accusations. In addition a representative from NCU and the Nordic Health Ministers participate in the panel." So, the stage is set. If nobody is to participate from the industry and no public statement is made on where we stand and why we don't participate, this will be interpreted by the organisers - as well as by most of the media and others interested - as "pleading guilty". This also means that we can't comment on even the most arrogant lies presented during the debate. And there will be many (chocolate cigarettes to children in Poland etc....)

An open statement from the NMA (PM) to the conference could simply state why they decided not to participate in the programme, as well as make clear their viewpoint on issues like juvenile smoking and ETS. The letter could be either very reasonable and constructive or then somewhat provocative, due to the nature of the event.

There would be an obvious reason why not to participate: The event seems

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to have been set up as a trial where the verdict has been decided on in advance. The headline "The Tobacco Industry Is Guilty of Child Abuse" by Mr. Blum tells everything. The industry is open for a dialogue but sees little reason under the circumstances to participate in this event, where no dialogue is even planned for.

To avoid any misunderstandings, the NMA/PM thereafter wants to make the following points very clear:..... Distributing chocolate cigarettes to children in Poland could be used as one example of direct lies which have been distributed previously at similar occasions - who knows, we could be lucky enough to have someone raising this.

We have two strategic advantages here: For the first, we can most likely until the last minute decide on whether to participate in the debate or not, as well as whether to publish a statement or not. Even if we were to contact the organisers the same week, they would probably not exclude participation as that would take away from them the argument that "we wanted them here but they had nothing to say" and would give us the argument "we did our best to participate but were excluded for technical reasons".

The second advantage is that we most likely know Mr. Blum and his main arguments and viewpoints rather well. We can therefore anticipate pretty well where he comes from on this issue and what kind of propaganda he's expected to distribute. - If he knows (or thinks) we're not there, he'll most likely go for a very extreme presentation, thinking that no-one will contest him. Also, if he's like Mr. Aurejarvi, he's not used to being contested, which is a clear weakness in any debate.

So, my proposal is that we start analysing the programme and prepare a draft statement which we as invited participants - perhaps together with STA and Langaard - or the NMA could sign and distribute on the D-day. Simultaneously we could still seriously consider whether not to have our best expertise available on the spot during the event, if not in the conference, then for direct comments to the press (or a press conference...?).

Also, the SRG RR will most likely plan for some activities during the event, utilising their common sense approach and capitalising on the intolerance and the extreme attitudes of the antis. What the antis really say is that for hundreds of years Norwegian smokers have been abusing their children. Considering this, it's a miracle that the society still works. A statement like this distributed with the help of tax payers' money tells more about the extreme intolerance of some people than it tells about the behaviour of Norwegian smokers. "In a world where hundreds of thousands of children die daily because of lack of fresh water we find this message not only insulting but also being a frightening example of how some people have alienated themselves from reality and the real problems in our world".

- You might call me cynical, but RR could at the same time announce a campaign whereby they collect money to be sent to the children in former Jugoslavia. Or this they could do even much before, perhaps together with some other concerned associations.

Looking forward to your comments,

Johan
*** Forwarding note from SCARLSON--VCH0021A 13.09.93 11:08 ***
To: AANDRADE--VCH0021A Anthony Andrade MWINOKUR--VUS0212A Matthew Winokur

From: Stig Carlson
To : Tony Andrade
Subject: Children's smokefree air conference

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